

## ABSTRACT

A surface mount-type vibration motor and an installation structure for a surface mount-type vibration motor, where soldered portions are prevented from separating from a circuit board without requiring any design change in a vibration motor body. A section where a motor holding section of a motor holder and motor support sections of the motor holder are connected is bent in an arc shape having elasticity to form the motor holder, the motor holding section holding a vibration motor body to which an elastic holder is attached, the motor support sections being arranged along a circuit board. First contact sections and second contact sections are formed in the connection section such that distal ends of the first and second contact sections are of a band-like shape projecting toward the inside of the vibration motor body. The motor holder reduces a load applied to portions where the surface mount-type vibration motor is soldered to the circuit board and also improves bonding strength.